

EVENT WILL BE HELD ON FEBRUARY 27-MARCH 1 AT KOLOLO

TUNGA NUTRITION TO OFFER FREE LIVESTOCK FEED TRAINING AT EXPO



By Herbert Musoke

Farmers across Uganda are being urged to seize the chance to learn and network at the Harvest Money Expo 2026, where agribusiness giants like Tunga Nutrition will share innovations and practical solutions.

With training sessions, product exhibitions and access to sector leaders, the three-day event, the three-day event (from February 27 to March 1) that shall be held at Kololo Independence Grounds in Kampala is being positioned as a turning point for those serious about farming as a business.

The expo, organised by Vision Group in partnership with the Embassy of the Kingdom of the Netherlands, is an annual meeting point for agriculture players eager to grow their businesses.

Sponsors include Engineering Solutions, Pearl Bank, Uganda Development Corporation, aBi Development



Dr Samuel Ssewagudde

and Heifer International.

Missing the Harvest Money Expo means losing a chance to transform one's farming, says Dr Samuel Ssewagudde, the commercial manager at Tunga Nutrition Uganda Ltd, the manufacturers of Hendrix livestock feed and concentrate.

"The Harvest Money Expo is the only annual event that anyone doing business related to agriculture should not miss. It brings together all sector players to share knowledge, experiences and make business connections," Ssewagudde explains.

The expo delivers a rich experience, Vision Group chief executive Don Wanyama says.

"We have hundreds of companies, government agencies, financial institutions and regulators in one place. There will be a lot to share and

learn," he says.

This year's expo is running under the theme of *Farming as a Business: Growth, Sustainability and Co-operation*. Wanyama says 27 training sessions will be held during the three-day expo, with experts sharing critical information to help farmers improve production and management practices.

Entry is sh10,000 with an additional sh10,000 for training sessions. The charges apply daily.

TUNGA STALL SPECIAL

This is the fourth time Tunga Nutrition has sponsored the Harvest Money Expo under its



Showgoers at the Tunga stall during a previous Harvest Money Expo edition. Training sessions and literature will also be available at their stall this year

current brand. Previously, the company participated through Champrisa International, a distributor of Hendrix concentrate. Dr Ssewagudde says the expo provides customer feedback and helps farmers adopt best practices.

"We get to understand

distribution patterns, demands and gaps. We also train farmers on feeding ratios and other factors such as lighting, spacing, water requirements and hygiene," he explains.

This year, beyond feed sales, Dr Ssewagudde says at the expo the company will

provide free services such as feed quality checks, advisory sessions on poultry, pigging, dairy and fish farming as well as one-on-one consultations. Training sessions and literature will also be available at their stall.

He adds that Tunga is seeking grain farmers of sorghum and maize to supply quality inputs.

"We will interact with potential suppliers and explain the standards we require," says.

CALL TO ACTION

Farmers, agribusiness operators and suppliers are urged to mark their calendars and head to Kololo. Whether seeking training, markets, partnerships or new technologies, the Harvest Money Expo 2026 offers a platform to learn, connect and grow.

FARMERS WELCOME TUNGA'S FEEDS

Feed accounts for 60% to 70% of farm expenditure, making it the single largest cost for farmers, Dr Rogers Ssekiwunga, the head of sales and marketing at Tunga Nutrition, says. When imported, the expense is higher than that of locally manufactured alternatives.

To address this challenge, Tunga Nutrition started manufacturing Hendrix feeds, which were initially imported, at their factory in Ntinda Industrial Area in Kampala. Dr Ssekiwunga says producing concentrate locally has reduced costs and ensured consistent availability.

"Farmers are assured of quality and fresh product and stock-outs that used to affect productivity have been addressed," he says.

The impact is already being felt on the ground. Shakira Nakato, a poultry farmer in Nakawuka, Wakiso district, says Hendrix concentrate has eased her worries about feed mixing.

"In farming, any small thing you save makes a big difference. Since I started including Hendrix concentrate in poultry feed, I have seen an increase in production and productivity," she says.